

**The Home Selling Process**  
**Including The Marketing Plan For Your Home**

**Prepared by Roger Lamborne**

There is additional seller information online.  
Go online to [www.topofvirginia.com](http://www.topofvirginia.com) and select the "Sellers" tab at the top

*"Roger sold property for us & we found it to be a pleasure to work with him. He was knowledgeable about what was taking place in the real estate market & offered guidance to us throughout the sale process...Roger is very conscientious and takes his profession seriously..."*

*Lucy*

ABR, CHS, Licensed Real Estate Broker in VA & WV  
[www.MakeABetterMove.com](http://www.MakeABetterMove.com) [roger@lamborne.com](mailto:roger@lamborne.com)

800-820-8562, 540-323-2500



*We're the Shenandoah Valley Home Team  
Serving our Apple Country clients in Virginia's and West Virginia!*

**The value of your property is determined by *what a BUYER is willing to pay in today's market based on comparing your property to others SOLD in your area.***

***Buyers ALWAYS Determine Value!***

*"Thank you, thank you...your assistance in the recent sale of my home was handled with total professionalism...I can say without the slightest hesitation that the service you provided to my family far*

*exceeded the services other REALTORS® have provided...Your professional assistance quite frankly kept me from making major mistakes..." Lyn*

As the managing member of your Shenandoah Valley Home Team, it is my job to understand your needs and respond to them promptly, professionally and with integrity. It is our team's pledge to provide you with sound real estate advice and to help you to make the most informed, intelligent decision possible!

The relationship we forge will be built on mutual respect and trust. Value and service will be provided before, during and after the transaction, so that your changing needs are always addressed and satisfied.

We are a team.....seller and Realtor....to market your home so it sells in the shortest time at the best price buyers are willing to pay. In the following pages you'll see some of the ways we work smarter to market your home. But, once the buyers arrive at your front door, first impressions are very important to creating a favorable impression in the buyers minds.

There are important considerations for you to take into account in creating this positive impression that are under your control.....what do I mean. Here's what you can do to ensure success!

**Freshen up the entry area**.....cleaned, washed, painted, colorful flowers, mulching, landscaping

**Interior Staging**...painting, de-clutter, light fixtures, brighter bulbs, re-arrange furniture create spacious free flowing areas.

**Home Inspection**.....it eliminates surprises and it's very important to get your own home inspection and radon test; then fix the items and have a copy of the inspection and repairs available for the buyer to view

It is not only our business philosophy, but also our higher goal to provide you with exemplary personalized service. Our practice is to listen and hear to better understand your needs....After all, it's YOUR satisfaction that defines our success and it has been my business philosophy for 43 years. And, if for any reason you want to release the listing we do so without question and we give you this assurance in writing.

Our vision is to be your "REALTOR® OF CHOICE" based on the relationships we have built in the community, the excellent service we provide our clients and customers, the dreams we've delivered and the charitable organizations we support.

Sincerely,

*Roger*

Roger Lamborne,

Associate Broker, Licensed in Virginia and West Virginia. REALTOR®, ABR, CHS, ALC, Real Estate Consulting and Counseling, Past-President, Blue Ridge Association of REALTORS

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Market Place Realty, 302 S Braddock St, Winchester, Virginia 22601, Angela Duncan, Principal Broker

*"Roger is without a doubt one of the most knowledgeable, experienced, service oriented individuals I know in any profession...Roger's diligence resulted in our finding the perfect dream home...Roger is truly focused on meeting clients' needs." Bob and Betty*

## Tips from the Book: 5 Ways to Sell a Home Faster

In *Home Makeovers That Sell* (AMACOM, 2007), Davis offers these tips for beautifying a home before it hits the market:

**1. Don't sell "as is."** Selling a home without doing some prep work before is the easy way out, and you'll likely only attract bargain hunters. Accept the fact that painting, cleaning, decluttering, and various fix-its will be needed before you sell.

**2. Get a storage unit...Home Staging,** Excess furniture, such as a king-size bed squeezed in a guest bedroom, will make rooms look smaller. Rooms can double in size simply by getting rid of the big pieces. Also prime for off-site storage: knickknacks, photos, trophies, and everything else that will distract buyers from seeing themselves in the home. Consider a home staging firm to assist in making your home's décor more enticing to buyers.

**3. Hire a home inspector upfront.** When putting the home on the market, fix any problems the inspector finds. You'll eliminate surprises that can hold up a sale. An added bonus: A clean inspection report is an excellent marketing tool.

**4. Fuel their imagination.** Paint rooms in neutral colors or use white paint with a tint of brown or grey. Buyers will be able to envision their own decorating touches and colors in the room. Flat paints tend to hide small imperfections and semi gloss paints work well for kitchens and bathrooms.

**5. Know what adds value to the home.** Improvements that generally add value to your home include landscaping, decks, floor upgrades, security system, and extra bathrooms or bedrooms. On the other hand, repairing water leaks, damaged walls, or other maintenance tasks don't typically boost value — they're expected as part of the sale

# FACTORS THAT DON'T AFFECT THE VALUE OF YOUR PROPERTY



**The value of your property is determined by what a BUYER is willing to pay in today's market based on comparing your property to others SOLD in your area.**

***Buyers ALWAYS Determine Value!***

## **MARKETING PLAN**

*"I've bought and sold several pieces of properties but never had all the services you rendered me. I feel I've made a good deal and a good friend."..... James*

*“I’ll place my 43 years of management, marketing, business, construction and real estate experience at your service. I regularly monitor the real estate market on a regional basis for you so we can adjust our strategies to focus on the areas that statistics indicate will increase the chances of selling your property faster!”  
Could you ask for more?*

*Roger Lamborne...Your Realtor*

## ***How Roger Lamborne’s “Shenandoah Valley Home Team” will market your home!***

**QUALITY PHOTOGRAPHY WITH AN EXPERT TOUCH:** We use high quality photo equipment and our professional photography skills to photograph your home. We include multiple interior & exteriors photos in our Internet Marketing. It’s been proven that extra photos attract more buyer attention. In some cases, we may also employ a professional photographer and aerial photographer.

**WEBSITE DEDCATED TO YOUR HOME:** We create a separate web URL address through a specialized software program, Listing Booster, to direct potential buyers to your home.

**YOUTUBE VIDEO:** A separate photo video is created and uploaded to youtube.com with a separate youtube address.

**REALTOR® MLS SYSTEM:** All the critical data about your home will be immediately entered into the REALTOR® MLS database, along with multiple photographs to feed data to websites throughout the nation. Within moments it’s made available to all REALTORS® in the Shenandoah Valley region as well as in Northern Virginia, Maryland, DC, and parts of Pennsylvania & West Virginia to enable those REALTORS® to quickly access the system for homes for their buyers. Currently there are more then 60, 000 licensed agents sharing listing data in our Metropolitan Regional Information System..... the MLS system. If there is a buyer represented by one of these agents who is seeking a home like yours, one of these agents will contact that buyer.

### **LISTING BOOK FOR SELLERS AND BUYERS**

Listingbook has the most accurate, comprehensive, and up-to-date information including MLS data and public records available for public use.

For Sellers on Listing Book....you'll see sales trends from your neighborhood, competitive listings sent daily to your inbox, performance statistics, and updates. Your listing will have its own web site and complete, accurate and updated data will help you avoid misleading estimates of your home's value

For buyers, searching in Listing Book is on your terms and made easy with custom mapping tools and property features - and you can rest assured the data is accurate - no need to worry about looking at homes that are no longer available.

**VIRTUAL WORLD WIDE INTERNET COVERAGE:** We market your home to the world. More then 90 percent of today’s real estate consumers begin their home search on the internet at either realtor.com, yahoo.com, msn.com or some of the other major search engines including all the major real estate franchise firms. We devote considerable effort to ensure that your home is on every possible internet website...our listings can now be viewed on more than 50 key websites and more then 65 radio and TV stations that receive data feeds from

realtor.com®.....( a partial list can be found in the “Home Selling” manual. We even send our listings to the websites of our major national real estate competitors.

Why? We want your home marketed everywhere we can reach. Your goal is to sell your home.....that’s our goal too. Does it matter to you who sells your home? No. You just want it sold in the shortest possible time for the best possible price.

**SOCIAL MEDIA:** We post periodic details and photos to the various social media sites including Facebook and Twitter

**OUR WEBSITE:** Your home will be listed on our own personal websites & The MarketPlace REALTY website etc, where we maintain high placement on many of the search engines. This past year, our listed homes received over 200,000 hits from potential buyers. We closely monitor our web leads so we can immediately reply to a buyer’s inquiry to see if we can show them one of our properties.

**JUST LISTED POSTCARDS:** We mail full color postcards to homes near you, to potential buyers we’re working with, to business associates, attorneys, accountants, friends, clients and agents encouraging them to contact us if they have an interest in your home, or know someone they know who may want a home in your community.

**COMMUNICATION WITH REALTORS®:** Because REALTORS® often control what many buyers have access to, we expose your property to as many Real Estate Agents as possible. We send emails and postcard mailings to agents with “listing alerts” to increase agent awareness of your home.

**COLOR FLYERS, BROCHURES:** Full-color brochures with extra pictures and useful information will be placed inside your home for buyers and agents. Going the extra mile, with a touch of class, helps to keep the property in the buyer’s mind when they review the information they collected on their search.

**FLYER BOX:** Flyers with extra pictures will be accessible to anyone who where permitted or useful...some subdivisions do not allow flyer boxes.

**YARD SIGNS:** Where allowed, a large, highly visible and recognized red Keller Williams Realty sign will be placed in your yard with our contact information and our website.

**DIRECTIONAL SIGNS:** In communities without sign restrictions, we will place directional signs when appropriate in high traffic areas to lead potential buyers to your home where they can pick up a flyer. Signs may only be placed on private with owner permission. Please note however that state and local laws prohibit the placement of any kind of signs or directional signs in Rights of Ways and property owner permission is required on private property. Balloons or other moving parts are also prohibited by state law.

**OPEN HOUSES AND BROKER OPEN HOUSES:** We utilize this resource where feasible with listings that are close to major urban centers where there will be the potential for open house traffic. Outlying rural areas are not conducive to open houses.

**SHOWING FEEDBACK:** We make every effort to get showing feedback from the agents who tour your home. We may even send them an email survey form that is quick and easy for them to fill out and return....then we send it to you or call you if we get a verbal response from the agents. We also follow up with any agent who has someone even remotely interested in your home.

These are just a few of the ways I leverage every opportunity to get your home the maximum attention and exposure it deserves when you are ready to sell. I invite you to visit my personal Web site at [www.MakeABetterMove.com](http://www.MakeABetterMove.com) to learn more about my commitment to real estate marketing. Marketing plans are subject to change at anytime.

A final thought.....I have found during my many years in business, construction, development and in real estate, that to be successful, there are several very important things a team should be paying close attention to detail.

*Agents must have a plan to attract buyers to homes on the market.*

*Agents must be aggressive in promoting the seller client's interest with potential buyers or buyer's agents.*

*Agents must have great communication skills and be honest with clients, customers & other agents.*

*Agents must work with a group of professional real estate related service providers to integrate all the various vendors who will assist the seller and buyer to successfully complete the transaction.*

*And....the agent's marketing plan must be based on what works in the current market.*

*Finally, real estate teams must have great systems to back it all up.*

Thank you for considering us.

**Roger**

***PS: Above all else, Roger Lamborne' Shenandoah Valley Home Team treats real estate as a Business and not a part time hobby. Work Ethic, Honesty, Integrity, Communication and follow-thru are all keys to our decades of Success.***

<sup>1</sup>Based on Homestore, Inc.'s internal accounting for May 2003 - April 2004, average measure of property listings with Featured Homes vs. property listing without Featured Homes, <sup>2</sup>Media Metrix, May 2004, <sup>3</sup>2003 National Association of REALTORS® Profile of Home Buyers and Sellers

Listing property with **Roger Lamborne** means receiving the following benefits

*Experience  
Integrity*

*Skill*  
*Internet savvy*  
*Effectiveness*  
*Advanced Marketing Techniques*  
*Intimate Knowledge of the Marketplace*  
*Financial Counsel and Assistance.*

## **Biography**

Roger Lamborne uses his 46 years of real estate, land development and management experience to provide his clients with the highest level of personal service. His mission statement is simple.... "At Your Service." is more than a motto; it represents Roger's personal commitment to his clients. He has received the prestigious 2004 REALTOR OF THE YEAR award from the Keller Williams Realty Virginia Region ....honored out of 900 agents, and Roger was named to the 2003 HALL OF FAME by the Blue Ridge Association of Realtors in recognition of his many years as a top producing REALTOR® in the Shenandoah Valley.

Roger has been a member of the Blue Ridge Association of Realtors (BRAR) for 28 years and was a former member of the Dulles Area Association of Realtors (DAAR). He was a member of the first BRAR "Computer Committee," and since has served on the Technology MLS, Grievance, and Standard Forms Committee's. He is a Past President of the Blue Ridge Association of Realtors and the current Chair of the Grievance Committee.

He also served on the Board of Directors of the Dulles Area Association of Realtors (DAAR) and two years as its Awards Committee Chairman. Roger is a licensed associate broker at MarketPlace REALTY in Winchester. He has consistently been a member of the DAAR Top Producers Club and is a five time recipient of the BRAR Presidents Award.....the award annually recognizing the associations' top five percent of its members.

He has 2 daughters, a stepson, a step daughter, twin grand daughters and a new grandson.

Roger has been active in support of many community charities and non-profits, including the Shelter for Abused Women, Shenandoah University's Summer Music Theatre at Shenandoah's Ohrstrom-Bryant Theatre, the Winchester Orchestra, the Shenandoah University Athletics Program, the Kiwanis Club, Lions, Civitan, the Sunshine Kids Foundation and the North Mountain Volunteer Fire Department.

## **8 Reasons Why You Would Want To Work With a REALTOR®**

Not all real estate practitioners are REALTORS®. The term REALTOR® is a registered trademark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION of



REALTORS® and subscribes to its strict Code of Ethics. Here are five reasons why it pays to work with a REALTOR®.

- 1. Navigate a complicated process.** Buying or selling a home usually requires disclosure forms, inspection reports, mortgage documents, insurance policies, deeds, and multipage settlement statements. A knowledgeable expert will help you prepare the best deal, and avoid delays or costly mistakes.
- 2. Information and opinions.** REALTORS® can provide local community information on utilities, zoning, schools, and more. They'll also be able to provide objective information about each property. A professional will be able to help you answer these two important questions: Will the property provide the environment I want for a home or investment? Second, will the property have resale value when I am ready to sell?
- 3. Help finding the best property out there.** Sometimes the property you are seeking is available but not actively advertised in the market, and it will take some investigation by your REALTOR® to find all available properties.
- 4. Negotiating skills.** There are many negotiating factors, including but not limited to price, financing, terms, date of possession, and inclusion or exclusion of repairs, furnishings, or equipment. In addition, the purchase agreement should provide a period of time for you to complete appropriate inspections and investigations of the property before you are bound to complete the purchase. Your agent can advise you as to which investigations and inspections are recommended or required.
- 5. Property marketing power.** Real estate doesn't sell due to advertising alone. In fact, a large share of real estate sales comes as the result of a practitioner's contacts through previous clients, referrals, friends, and family. When a property is marketed with the help of a REALTOR®, you do not have to allow strangers into your home. Your REALTOR® will generally prescreen and accompany qualified prospects through your property.
- 6. Someone who speaks the language.** If you don't know a CMA from a PUD, you can understand why it's important to work with a professional who is immersed in the industry and knows the real estate language.
- 7. Experience.** Most people buy and sell only a few homes in a lifetime, usually with quite a few years in between each purchase. Even if you have done it before, laws and regulations change. REALTORS®, on the other hand, handle hundreds of real estate transactions over the course of their career. Having an expert on your side is critical.
- 8. Objective voice.** A home often symbolizes family, rest, and security — it's not just four walls and a roof. Because of this, home buying and selling can be an emotional undertaking. And for most people, a home is the biggest purchase they'll ever make. Having a concerned, but objective, third party helps you stay focused on both the emotional and financial issues most important to you.

## **THE SECRET TO SELLING ANY PROPERTY!**

There are ONLY 5 Reasons why any property does NOT sell, and the

## **SELLER controls 4 of them:**

### **1. LOCATION**

The property may be located near a busy road; lack of privacy - the property may be too close to other homes or lack a nice yard; the property may be located on low terrain or lack of proper drainage; over-improved - the property may be located in an area where the average home price is much lower.

### **2. CONDITION**

Carpeting, wallpaper, kitchen, baths, etc. may be "too dated" or "too busy" and need replacement or "neutralizing". The property may be too cluttered with furniture and other items which do not present the property in its most attractive condition. The property may be very "untidy" and needs a good cleaning. The property may lack "curb appeal" with lack of landscaping, or, the property may look like a "jungle" and with overgrown landscaping, and need pruning, trimming, etc.

### **3. PRICE**

The property may be priced too high for the neighborhood, OR too high for current market conditions.

### **4. TERMS**

The Seller will not move or allow occupancy for 6 months or longer, limiting prospective Buyers who may need to purchase in 30 or 45 days. The Seller may have unreasonable showing demands, i.e. 1) listing agent must be present at all showings, or 2) Seller will not allow a lockbox for easy access by Realtors. If the current market interest rates are at a higher level which makes it difficult for a Buyer to qualify for a loan, the Seller may need to assist with Buyer closing costs, points, or worst case, hold Seller financing.

### **5. AGENT**

Sellers need the best full-time professional real estate agent, who understands how to "effectively market" the Sellers property to a Sale and Closing.

**Which one does the SELLER NOT Control?**

**Answer: Location**

**What can the SELLER DO to compensate for Location:**

**Answer: Make "adjustments or changes" to any one of the other 4 reasons.**

**Marketing your home to the world on the Internet**

We market your home to the world. More than 90 percent of today's real estate consumers begin their home search on the internet at either realtor.com, yahoo.com, msn.com or some of the other major search engine. We use this advantage to give you a marketing edge over much of the competition.

We devote a major part of our considerable effort to ensure that your home is on every possible internet website...our listings can now be viewed on more than 50 key websites and more than 65 radio and TV stations that are a part of the Internet Broadcasting System.....we even send our listings to the websites of our major real estate competitors' throughout the nation. Why? We want your home marketed everywhere we can reach. Your goal is to sell your home.....that's our goal too. Does it matter to you who sells your home? No. You just want it sold in the shortest possible time for the best possible price.

Wherever the buyer is moving from, if that buyer seeks home like yours in their price range, they WILL probably first find it online. The internet data and photo upload process begins as soon as we enter the details in our Realtors' MLS system and send the data to our key partner sites. Such as:

[Realtor.com](http://Realtor.com)  
[MrsHomes.com](http://MrsHomes.com)  
[Zillow.com](http://Zillow.com)  
[trulia.com](http://trulia.com)  
[washingtonpost.com](http://washingtonpost.com)  
[listingbook.com](http://listingbook.com)  
[msn.com](http://msn.com)  
[wallstreetjournal.com](http://wallstreetjournal.com)  
[netscape.com](http://netscape.com)  
[moving.com](http://moving.com)  
[aol.com](http://aol.com)  
[era.com](http://era.com)  
[Re/Max.com](http://Re/Max.com)  
[ColdwellBanker.com](http://ColdwellBanker.com)  
[juno.com](http://juno.com)  
[netzero.com](http://netzero.com)  
[excite.com](http://excite.com)  
[google.com](http://google.com)  
[shenandoahvalleyhomes.com](http://shenandoahvalleyhomes.com)  
[trulia.com](http://trulia.com)  
[kellerwilliams.com](http://kellerwilliams.com)  
[chicagosun-times.com](http://chicagosun-times.com)  
[compuserve.com](http://compuserve.com)  
[dailyherald.com](http://dailyherald.com)  
and more!



**Internet Broadcasting Systems Inc.** – which include all these local portals which can change.  
(Just click on the link and go to the Real Estate or Homes section, you will be searching **Realtor.com**)

<a href="http://WNBC.com">WNBC.com</a>	WNBC - New York, NY	<a href="http://TheNewMexicoChannel.com">TheNewMexicoChannel.com</a>	KOAT - Albuquerque, NM
<a href="http://NBC4.tv">NBC4.tv</a>	KNBC - Los Angeles, CA	<a href="http://TheWGALChannel.com">TheWGALChannel.com</a>	WGAL - Lancaster, PA
<a href="http://NBC5.com">NBC5.com</a>	WMAQ - Chicago, IL	<a href="http://TurnTo10.com">TurnTo10.com</a>	WJAR - Providence, RI
<a href="http://NBC10.com">NBC10.com</a>	WCAU - Philadelphia, PA	<a href="http://TheLouisvilleChannel.com">TheLouisvilleChannel.com</a>	WLKY - Louisville, KY
<a href="http://NBC11.com">NBC11.com</a>	KNTV - San Francisco, CA	<a href="http://News4Jax.com">News4Jax.com</a>	WJXT - Jacksonville, FL
<a href="http://KTVU.com">KTVU.com</a>	KTVU - San Francisco, CA	<a href="http://WHIOTV.com">WHIOTV.com</a>	WHIO - Dayton, OH
<a href="http://TheBostonChannel.com">TheBostonChannel.com</a>	WCVB - Boston, MA	<a href="http://TheIowaChannel.com">TheIowaChannel.com</a>	KCCI - Des Moines, IA
<a href="http://TheWMURChannel.com">TheWMURChannel.com</a>	WMUR - Manchester, NH	<a href="http://TheHawaiiChannel.com">TheHawaiiChannel.com</a>	KITV - Honolulu, HI
<a href="http://NBC5i.com">NBC5i.com</a>	KXAS - Dallas, TX	<a href="http://TheOmahaChannel.com">TheOmahaChannel.com</a>	KETV - Omaha, NE
<a href="http://NBC4.com">NBC4.com</a>	WRC - Washington, DC	<a href="http://Channel3000.com">Channel3000.com</a>	WISC - Madison, WI
<a href="http://WSBT.com">WSBT.com</a>	WSB - Atlanta, GA	<a href="http://TheJacksonChannel.com">TheJacksonChannel.com</a>	WAPT - Jackson, MS
<a href="http://ClickonDetroit.com">ClickonDetroit.com</a>	WDIV - Detroit, MI	<a href="http://TheChamplainChannel.com">TheChamplainChannel.com</a>	WPTZ - Plattsburgh, NY
<a href="http://Click2Houston.com">Click2Houston.com</a>	KPRC - Houston, TX	<a href="http://WJACTV.com">WJACTV.com</a>	WJAC - Johnstown, PA
<a href="http://KIROTV.com">KIROTV.com</a>	KIRO - Seattle, WA	<a href="http://KFOXTV.com">KFOXTV.com</a>	KFOX - El Paso, TX
<a href="http://Channel4000.com">Channel4000.com</a>	Minneapolis, MN	<a href="http://WXII12.com">WXII12.com</a>	WXII - Winston-Salem, NC
<a href="http://MoreTV32.com">MoreTV32.com</a>	WMOR - Tampa, FL	<a href="http://TheHometownChannel.com">TheHometownChannel.com</a>	KHBS - Ft. Smith, AR
<a href="http://Click10.com">Click10.com</a>	WPLG - Miami, FL	<a href="http://KRXI-TV.com">KRXI-TV.com</a>	KRXI - Reno, NV
<a href="http://NBC6.net">NBC6.net</a>	WTVJ - Miami, FL	<a href="http://TheKSBWChannel.com">TheKSBWChannel.com</a>	KSBW - Monterey, CA
<a href="http://NewsNet5.com">NewsNet5.com</a>	WEWS - Cleveland, OH	<a href="http://TheBakersfieldChannel.com">TheBakersfieldChannel.com</a>	KERO - Bakersfield, CA
<a href="http://TheDenverChannel.com">TheDenverChannel.com</a>	KMGH - Denver, CO	<a href="http://WTOV9.com">WTOV9.com</a>	WTOV - Steubenville, OH
<a href="http://TheKCRACChannel.com">TheKCRACChannel.com</a>	KCRA - Sacramento, CA		
<a href="http://WESH.com">WESH.com</a>	WESH - Orlando, FL		
<a href="http://Local6.com">Local6.com</a>	WKMG - Orlando, FL		
<a href="http://OrlandoWeather.com">OrlandoWeather.com</a>	WESH - Orlando, FL		
<a href="http://WFTV.com">WFTV.com</a>	WFTV - Orlando, FL		
<a href="http://ThePittsburghChannel.com">ThePittsburghChannel.com</a>	WTAE - Pittsburgh, PA		
<a href="http://WPXI.com">WPXI.com</a>	WPXI - Pittsburgh, PA		
<a href="http://TheWBALChannel.com">TheWBALChannel.com</a>	WBAL - Baltimore, MD		
<a href="http://TheIndyChannel.com">TheIndyChannel.com</a>	WRTV - Indianapolis, IN		
<a href="http://TheSanDiegoChannel.com">TheSanDiegoChannel.com</a>	KGTV - San Diego, CA		
<a href="http://NBCSanDiego.com">NBCSanDiego.com</a>	KNSD - San Diego, CA		
<a href="http://NBC30.com">NBC30.com</a>	WVIT - Connecticut		
<a href="http://WSOCTV.com">WSOCTV.com</a>			
<a href="http://WRAL.com">WRAL.com</a>	WRAL - Raleigh, NC		
<a href="http://NBC17.com">NBC17.com</a>	WNCN - Raleigh, NC		
<a href="http://TheKansasCityChannel.com">TheKansasCityChannel.com</a>	KMBC - Kansas City, MO		
<a href="http://ChannelCincinnati.com">ChannelCincinnati.com</a>	WLWT - Cincinnati, OH		
<a href="http://TheMilwaukeeChannel.com">TheMilwaukeeChannel.com</a>	WISN - Milwaukee, WI		
<a href="http://NBC4Columbus.com">NBC4Columbus.com</a>	WCMH - Columbus, OH		
<a href="http://TheCarolinaChannel.com">TheCarolinaChannel.com</a>	WYFF - Greenville, SC		
<a href="http://ClickonSA.com">ClickonSA.com</a>	KSAT - San Antonio, TX		
<a href="http://NBC13.com">NBC13.com</a>	WVTM - Birmingham, AL		
<a href="http://TheWPBFChannel.com">TheWPBFChannel.com</a>	WPBF - West Palm Beach, FL		
<a href="http://TheNewOrleansChannel.com">TheNewOrleansChannel.com</a>	WDSU - New Orleans, LA		
<a href="http://ChannelOklahoma.com">ChannelOklahoma.com</a>	KOCO - Oklahoma City, OK		

## What Some Of Our Clients Say!

As a Certified Relocation Specialist, I have local knowledge that has been gained house by house, and neighborhood by neighborhood. I know that moving to a new town, or even across town is like walking out into the unknown. You have to learn a new neighborhood, make new friends and take the children to new schools. As a professional, I'm also available to give advice to our real estate clients --- rock solid advice...backed by the support of the area's leading independent real estate management team at MarketPlace Realty and Roger's Preferred Service Providers of the "Shenandoah Valley Home Team."

Whether you are buying a first home, planning residential construction, changing lifestyles, or selling your current home, my years of experience in real estate, my concern for each individual client and my determination to provide you with the highest level of professional service will help take away your anxiety at a time when it's the little things that count."

*Roger Lamborne, REALTOR®, At Your Service!*

### THIS IS WHAT MY CLIENTS' ARE SAYING!

"Roger's professional advice and expert marketing skills gave us the peace of mind that we were working with the best agent in the area."

*Marguerite and Lee*

Dear Roger, We wanted to send a great big "THANK YOU" your way. Despite our first time jitters, we really could not have asked for a better house buying experience. We are so glad you were recommended to us and that we had the pleasure of doing business with you. Your expertise and guidance throughout the process were priceless! It isn't everyday in the world of business that you meet a person so willing to go above and beyond the call of duty for clients and who is such a gem of a person on all levels. We consider ourselves very, very lucky. We wish you all the best and will recommend you wholeheartedly. MANY THANKS!!!

*Bethany and Jeremy*

Roger, This is long overdue but we wanted to say thank you for selling our home and buying our new home. We appreciate everything you have done for us. We really love it here and things are coming along with the new addition....it's been a pleasure working with Dave and his crew.

*Eric and Koren*

"Thank you, thank you, thank you...your assistance in the recent sale of my home was handled with total professionalism...I can say without the slightest hesitation that the service you provided to my family far exceeded the services other REALTORS® have provided...Your professional assistance quite frankly kept me from making major mistakes..."

*Lynette*

"Roger was very courteous and friendly...and our daughter really liked him too. She said Roger was very nice and "kinda cool," and that meant a lot to us because teenagers are not really into this house hunting business.....we will recommend Roger to our family and friends."

*Robert, Kristina and Tonya*

"We want to take the time to thank you for everything you have done for us during the purchase of our new home. It meant a lot whenever you arranged your schedule to meet ours. You were always there to help us when we needed your service, even if it was short notice. We appreciated all of the help you did to help us find the right home. We don't think we could have asked for a better realtor better than you to help us. We were so thankful that a friend referred you to us. Being that we were first time homebuyers

with no experience we appreciated that you work directly with the buyer. We will try our best to spread the word that you are a great realtor and share our story of our purchase with soon to be new homeowners. Hopefully, you will get many references coming from us. We enjoyed all of your services and we thank you very much! **Keep up the good work!**"

*Will and Robin*

"We would like to take this opportunity to THANK YOU for all the extra work you had to do to get us into our new home. We know it wasn't easy, but you did an exceptional job and went the extra miles to make it happen. THANK YOU for being there for us when there were problems and THANK YOU for all the helpful information you provided us."

*Tony, Alicia and Eric*

"We would like to take this opportunity to thank you for your help in the purchase of our new home. It means a lot to have a REALTOR® take the time for you and to look out for you. It's not very often that you find a REALTOR® who goes that extra mile for a client. It will be our pleasure to recommend you and Keller Williams® Realty to our friends and associates who may need real services in the future."

*Tim and Diane*

"Roger was very patient with us. He did not push or rush us into buying the first thing we found."

*Tony and Chrissy*

"Not only did Roger make buying our home easy and pleasurable, he also gave us helpful information about the area."

*Lisa and Scott*

"Roger has gone far beyond the call of duty in our house hunting adventures. His professional way made our experience of buying a home most enjoyable."

*Terry and Linda*

"We felt very comfortable with Roger. He is very knowledgeable and honest. When we found the house we were looking for, Roger continued to help us with everything from getting a mortgage to finding a house cleaner."

*Dan and Michelle*

"Dear Roger, Thank you for the notes.....In this high pressure deadline, oriented business, your notes are a welcome reminder that it is the individual who can make the difference."

*Greg-Settlement Attorney*

"Foremost in my thoughts will be appreciation for all the hard work you put into the sale of my house...Your suggestions to this out of town seller were most helpful. I will give our association a 5 Star rating."

*Margaret*

"Just a quick note to let you know once again how much we appreciated your expertise in locating our land for us and guiding us through some sticky steps...You are truly a class above in your profession...just knowing we could trust your recommendations and suggestions was great relief in our tense moments."

*George and Laura*

"Thank you for the professional service we received from you over the past months... You always stayed in touch with us & were very honest, if you didn't think something was a good thing, you'd let us know...You are the epitome of a 'BUYERS AGENT'...above all you never pushed us into buying something we weren't interested in."

*David and Dawn*

"Thank you for doing such a great job for Greg and Linda. Marie K."  
*a Realtor from Florida*

"I really wanted to thank you for helping Dad and working with him like you did. It has meant a lot to him and is very much appreciated by us all."  
*Alan*

"Roger is without a doubt one of the most knowledgeable, experienced, service oriented individuals I know in any profession...Roger's diligence resulted in our finding the perfect dream home...Roger is truly focused on meeting clients' needs."  
*Bob and Betty*

"I've bought and sold several pieces of properties but never had all the services you rendered me. I feel I've made a good deal and a good friend."  
*James*

"We've been very impressed and pleased with the level of service that Roger has offered to us.....He showed enormous patience."  
*Debbie and John*

"We purchased land through Roger and found him professional and friendly. He was always there when we had a question or needed advice."  
*Lynn and Clay*

"Roger recently sold property for us & we found it to be a pleasure to work with him. He was knowledgeable about what was taking place in the real estate market & offered guidance to us throughout the sale process...Roger is very conscientious and takes his profession seriously..."  
*Randy and Lucy*

# Key Market Factors

## *How long does it take to sell a home?*

There is no easy answer – some homes sell in a few days, others may take several months. Recognizing the key factors influencing a sale can give you significant control over market time. Since early 2006, Buyers have been in control of the market.....there are many months of unsold inventory and sellers need to recognize how to deal with these dramatic shifts.....marketing time can now extend out almost a year.

## *The proper balance of these factors will expedite your sale:*

### **LOCATION...**

- n Location is the single greatest factor affecting value.
- n Neighborhood desirability is fundamental to a property's fair market value.

### **COMPETITION...**

- n Buyers compare your property against competing properties.
- n Buyers interpret value based on available properties.

### **TIMING...**

- n The real estate market may reflect a seller's market or a buyer's market.
- n Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

### **CONDITION...**

- n Property condition affects price and speed of sale.
- n Optimizing physical appearances and advance preparation for marketing maximizes value.

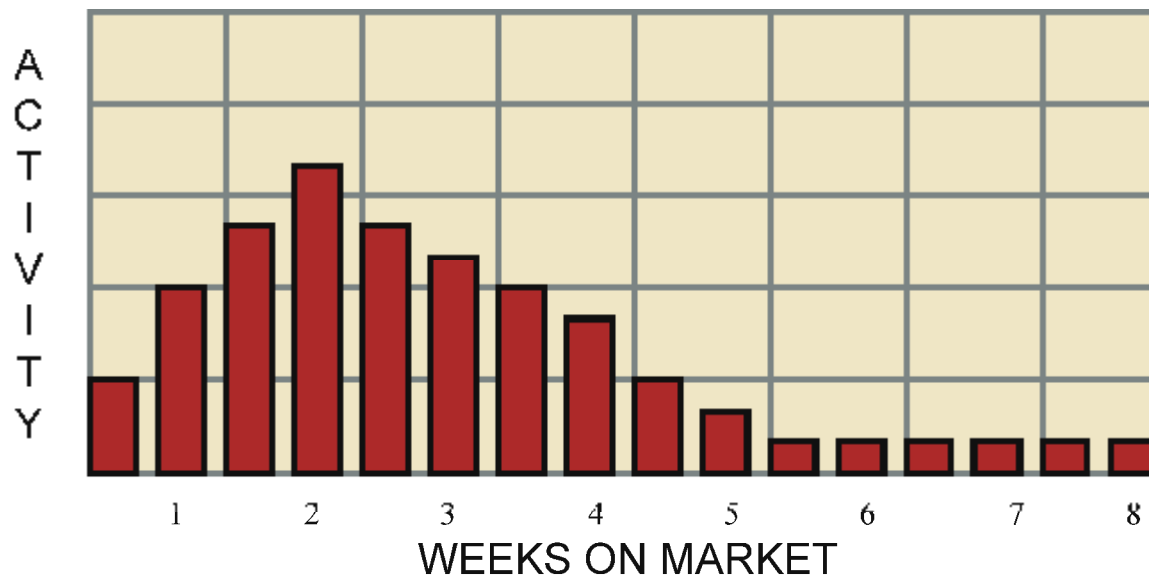
### **TERMS...**

- n The more flexible the financing, the broader the market, the quicker the sale, and the higher the price.
- n Terms structured to meet your objectives are important to successful marketing.

**PRICE...**If the property is not properly priced, a sale may be delayed or even prevented. Roger's comprehensive market study will assist you in determining the best possible price.



## Activity Versus Time



- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.

## **Home Warranties Can Aid Buyer and Seller**



Many home purchasers erroneously assume that the Seller is always somehow liable when there is a defect or failure found in the home's cooling, heating, plumbing, electrical and/or appliances after the Buyer moves in. Unless otherwise provided for in the contract however, risk of loss often falls on the Buyer. Even where the contract provides that heating, plumbing, pool & equipment, electrical, etc. be "operative" on or until date of possession, disputes can always arise as to when the breakdown occurred, who is responsible, how the repairs are to be funded, and when they are to be made.

Home warranty plans go a long way to alleviate these risks and concerns. For a modest price (currently basic coverage is \$445 to \$495, slightly more for optional coverage), the Seller can provide a Buyer with a one year warranty covering specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans commences at closing (although some can be made to commence during the listing period as well). In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage).

## **From a recent article on home inspections.....**

### **Should you have a pre-sale home inspection when you begin marketing your home?**

.....A buyer's inspection is certainly a good idea, but it alone doesn't protect the seller.

### **Sellers are best protected when they know the condition of their homes before they sell them.**

One way to do this is to have a seller's inspection that is separate from the buyer's inspection. A seller's inspection isn't necessarily recommended by all agents, but it can do two things:

- alert you to the potential problems you may have before you put your home on the market. Then it's your option to fix the problems or price your home accordingly.
- eases buyers' fears because you can use the inspection report as the bulk of your disclosure. The reason it can't substitute for your disclosure is there are issues that an inspector doesn't cover -- environmental issues, such as noise from a nearby airport, for example.

Then, when the buyer has their inspection, there are two opinions, and the buyer can make their decision accordingly -- to pay what you're asking, pay less and fix items themselves or ask you to fix them prior to closing. If you do have to fix something for the buyer, make sure it's done by a professional with an invoice that you can copy for the buyer.

Says Florida real estate attorney Hank Sorenson, "This is a common misconception from sellers that they cannot be sued after a sale so long as the buyer had a home inspection done. Florida is consistent with most of the country in that there is a requirement that the seller disclose all known facts that would materially affect the value of the home, so long as those facts are not "readily observable," i.e. viewable upon a cursory examination. However, even if a buyer has a home inspection or purchases the property 'as-is,' Florida law holds that the seller's disclosure obligation trumps the inspection or sale status. Therefore, the seller still has an affirmative disclosure obligation for residential property in almost all circumstances."

He continues, "Unfortunately, even if a seller did not know of a defect, that fact does not prevent the buyer from suing the seller and alleging that he did. In my personal experience, I would say at least half of the nondisclosure suits filed are the result of buyer misconceptions about the condition of the property or simple frivolous suits -- neither of which would hold the seller liable. Litigation being what it is, it can be very expensive."

**CHECK WITH YOUR LEGAL COUNSEL ABOUT HOW THE LAW IS APPLIED IN VIRGINIA**

# Strategic Partner List

**These are some the service providers who are a part of my “Home Team” who will be available to assist with every facet of the selling and moving process.**

1. Title Company/settlement provider
2. Handy Man Services
3. Carpenter
4. Pool Service
5. Roofer
6. Landscaper
7. Cleaning & Maid Services
8. Yard Services
9. Window Washing
10. Trash Hauler
11. Carpet Company
12. Duct Cleaning Service
13. Chimney Cleaning Service
14. Lender
15. Pest Inspector
16. Surveyor
17. Home Inspectors
18. Certified Radon Inspectors
19. Heating and AC specialist.

## Which Improvements Add Value To Your Home?

What follows are “best estimates” for the most typically consistent remodeling projects I have seen across the country. Unless otherwise noted, the maximum time between remodeling and re-sale must be five years; otherwise the “value-added” figures are void.

PROJECT	COST		VALUE ADDED	COMMENTS
Kitchen	Low: High:	\$15,000 \$30,000-up	80 to 100%	Cost includes new cabinets and countertops and re-wiring, structural changes, relocated plumbing, custom cabinetry, and top-of-the line appliances.
Bathroom	Low: High:	\$7,500 \$15,000	80 to 115%	Cost includes new fixtures and fittings, tile floors and walls; structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. Note: adding a second bath can yield more than 100% resale value.
Room Addition	Low: High:	\$30,000 \$50,000	50 to 110%	Depends on type of room; a family room or new master suite (don't forget to include cost of bath) will add much more value to a home than a private office or fourth bedroom.
Converting an attic, basement or garage to living space	Low: High:	\$10,000 \$20,000-up	25 to 40%	Cost assumes no structural changes and no new plumbing; value added depends on size of house (smaller house, more value) and type of space created (family room or bedroom, more value than a game room or exercise area).
Adding a deck	Low: High:	\$5,000 \$15,000-up	40 to 60%	The warmer the climate, the more value added; size of deck, complexity of design, and added amenities (spa, trelliswork) influence cost.
Re-painted exterior	Low: High:	\$1,200 \$3000-up	40 to 60%	Assumes old exterior was worn and repainting was done immediately prior to putting house on market: a new coat of paint probably adds the “best profit” to selling an older home.
In-ground swimming pool	Low:	\$40,000	0 to 25%	Cost assumes an average-size pool (16' x 32') in a rectangular shape; value added depends on desirability to future owner (banks usually do not include pools in mortgage appraisals).

Source: Home Remodeling Magazine

# Preliminary Property Information And Features List

**Imagine if you will, being the buyer of your home. What features would stand out.  
Why would a prospect select your home over the one down the block?**

Write a short letter to the buyer (To Whom It May Concern) about the many reasons you selected this home and why it's been a wonderful home for your family. Write about the neighborhood, the schools access to shopping and cultural events, etc

Please prepare a list of all the features of your home. Go room by room and write down all the features, upgrades, improvements you've made etc. We'll use these items to help develop a marketing strategy suited to your own home.

We'll need a key so we can make copies for the Lock Box. We only use a secure Electronic Lock Box accessible to both local agents and agents from Northern Virginia, Washington and suburban Maryland. These Lock Boxes record the date and time of the showing as well as the name of the agent who entered your home.

Please begin gathering as many of the following as possible once list your home and we implementing our marketing plan.

1. Copy of Deed (Important)
2. Copy of Deed of Trust (Optional)
3. Copy of Deed Restrictions and/or Deed of Dedication (Important)
4. Copy of the most recent plat or house location survey (Important)
5. Contact person for Property Owners Association (if there is a POA) (Important)
6. Copy of septic and well permit if applicable. (Important)
7. Copy of the plat and last house location survey of your property (Important)
8. **NOTE: IF YOUR SUBDIVISION HAS A PROPERTY OWNERS ASSOCIATION, ORDER THE POA or CONDO PACKET IMMEDIATELY. STATE LAW MANDATES THAT THE SELLER OF REAL PROPERTY IN VIRGINIA PROVIDE THIS DOCUMENT TO BUYERS. BUYERS CAN BACK OUT AT ANYTIME UNTIL THEY HAVE RECEIVED THE PACKET AND FOR 3 DAYS AFTER RECEIPT**

# Getting Your Home Ready!

## Appraisers Advise Sellers How to Get Top Dollar

By Broderick Perkins May 14, 2009

### **Want to get top dollar when you sell your home? Listen to what professional appraisers say.**

Their job is to determine the true market value of homes so they know what makes a property sell for the greatest amount and can tell you how to best ready your home for market now and later. "A few years ago, houses were selling quickly with little effort. Now many homeowners actually have to make improvements before they can sell their home," said appraiser Mike Evans, a Fellow of the American Society of Appraisers (ASA).

In the term, cosmetic touch ups can help a home sell a faster. They include:

- Updating the paint and carpeting. A fresh coat of paint (preferably white) inside and out and new floor covering give the home the look and smell of "new." With the facelift treatment, gone are the wrinkles of cracking paint, the sags of aging wallpaper and the dark age spots of stains and spills. When in doubt, nothing works better than a fresh coat of white paint.
- Heighten the curb appeal. How your home looks upon approach is its first impression. The idea is to make that first impression one that invites visitors inside for a longer look. At least work on the front yard, the backyard can wait, if necessary. Improve the landscaping, fix cracks and stains in the driveway and remove extraneous clutter.
- Clean house. Cleaning house means mop, pail and elbow grease action, but also clearing clutter. Put stuff in storage if that's what it takes to rid your home and garage of that unorganized look. Less is more when it comes to the appearance of larger looking rooms.

If you won't sell your home for some time, but know that possibility looms, do the right improvement things, including:

- Adding square footage. Appraisers say an addition provides more returned value to your home than most other improvements. While that doesn't necessarily mean the buyer will pay the cost of the work in terms of a higher price, you likely will attract more buyers.
- Build out your garage. All that clutter you cleared? The new buyer will want to put his or her junk right back in there. Buyers also want a comfy room for their cars. Add, expand or improve your garage and you'll also increase the value of your home.

- Think before you sink money into a pool. You may love the idea of having a pool, but a young family with small kids may see it as a potentially fatal accident waiting to happen. Other buyers don't want the upkeep and costs that come with a pool. A pool will limit your buyers pool to only those who want a pool.

- When you buy, think location. The best locations sell faster. Proximity to good schools, jobs, shopping and attractions and away from crime, heavy traffic, business, commercial or industrial locations helps homes sell faster and for more. Buy a home in a good location. Then you'll have a home to sell in a good location. Location rules.

"It pays to plan to make home improvement decisions strategically if you may be selling a home in the next few years. Think in terms of increasing the value of your home and not just about design and decor," said Evans. Copyright © 2009 Realty Times. All Rights Reserved.

## Feng Shui Concepts to Help a Home Sell

To put the best face on a listing and appeal to buyers who follow feng shui principles, keep these tips in mind.

1. Pay special attention to the front door, which is considered the “mouth of chi” (chi is the “life force” of all things) and one of the most powerful aspects of the entire property. Abundance, blessings, opportunities, and good fortune enter through the front door. It’s also the first impression buyers have of how well the sellers have taken care of the rest of the property. Make sure the area around the front door is swept clean, free of cobwebs and clutter. Make sure all lighting is straight and properly hung. Better yet, light the path leading up to the front door to create an inviting atmosphere.

2. Chi energy can be flushed away wherever there are drains in the home. To keep the good forces of a home in, always keep the toilet seats down and close the doors to bathrooms.

3. The master bed should be in a place of honor, power, and protection, which is farthest from and facing toward the entryway of the room. It’s even better if you can place the bed diagonally in the farthest corner. Paint the room in colors that promote serenity, relaxation, and romance, such as soft tones of green, blue, and lavender.

4. The dining room symbolizes the energy and power of family togetherness. Make sure the table is clear and uncluttered during showings. Use an attractive tablecloth to enhance the look of the table while also softening sharp corners.

5. The windows are considered to be the eyes of the home. Getting the windows professionally cleaned will make the home sparkle and ensure that the view will be optimally displayed. *Source: Sell Your Home Faster With Feng Shui by Holly Ziegler (Dragon Chi Publications, 2001)*



## **Low-Cost Ways to Spruce Up Your Home's Exterior**

Make your home more appealing for yourself and potential buyers with these quick and easy tips:

- 1.** Trim bushes so they don't block windows or architectural details.
- 2.** Mow your lawn, and turn on the sprinklers for 30 minutes before the showing to make the lawn sparkle.
- 3.** Put a pot of bright flowers (or a small evergreen in winter) on your porch.
- 4.** Install new doorknobs on your front door.
- 5.** Repair any cracks in the driveway.
- 6.** Edge the grass around walkways and trees.
- 7.** Keep your garden tools and hoses out of sight.
- 8.** Clear toys from the lawn.
- 9.** Buy a new mailbox.
- 10.** Upgrade your outside lighting.
- 11.** Buy a new doormat for the outside of your front door.
- 12.** Clean your windows, inside and outside.
- 13.** Polish or replace your house numbers.
- 14.** Place a seasonal wreath on your door.

## Simple Tips for Better Home Showings

- 1. Remove clutter and clear off counters.** Throw out stacks of newspapers and magazines and stow away most of your small decorative items. Put excess furniture in storage, and remove out-of-season clothing items that are cramping closet space. Don't forget to clean out the garage, too.
- 2. Wash your windows and screens.** This will help get more light into the interior of the home.
- 3. Keep everything extra clean.** A clean house will make a strong first impression and send a message to buyers that the home has been well-cared for. Wash fingerprints from light switch plates, mop and wax floors, and clean the stove and refrigerator. Polish your doorknobs and address numbers. It's worth hiring a cleaning service if you can afford it.
- 4. Get rid of smells.** Clean carpeting and drapes to eliminate cooking odors, smoke, and pet smells. Open the windows to air out the house. Potpourri or scented candles will help.
- 5. Brighten your rooms.** Put higher wattage bulbs in light fixtures to brighten up rooms and basements. Replace any burned-out bulbs in closets. Clean the walls, or better yet, brush on a fresh coat of neutral color paint.
- 6. Don't disregard minor repairs.** Small problems such as sticky doors, torn screens, cracked caulking, or a dripping faucet may seem trivial, but they'll give buyers the impression that the house isn't well-maintained.
- 7. Tidy your yard.** Cut the grass, rake the leaves, add new mulch, trim the bushes, edge the walkways, and clean the gutters. For added curb appeal, place a pot of bright flowers near the entryway.
- 8. Patch holes.** Repair any holes in your driveway and reapply sealant, if applicable.
- 9. Add a touch of color in the living room.** A colored afghan or throw on the couch will jazz up a dull room. Buy new accent pillows for the sofa.
- 10. Buy a flowering plant and put it near a window you pass by frequently.**
- 11. Make centerpieces for your tables.** Use brightly colored fruit or flowers.
- 12. Set the scene.** Set the table with fancy dishes and candles, and create other vignettes throughout the home to help buyers picture living there. For example, in the basement you might display a chess game in progress.

**13. Replace heavy curtains with sheer ones that let in more light.** Show off the view if you have one.

**14. Accentuate the fireplace.** Lay fresh logs in the fireplace or put a basket of flowers there if it's not in use.

**15. Make the bathrooms feel luxurious.** Put away those old towels and toothbrushes. When buyers enter your bathroom, they should feel pampered. Add a new shower curtain, new towels, and fancy guest soaps. Make sure your personal toiletry items are out of sight.

**16. Send your pets to a neighbor or take them outside.** If that's not possible, crate them or confine them to one room (ideally in the basement), and let the real estate practitioner know where they'll be to eliminate surprises.

**17. Lock up valuables, jewelry, and money.** While a real estate salesperson will be on site during the showing or open house, it's impossible to watch everyone all the time.

**18. Leave the home.** It's usually best if the sellers are not at home. It's awkward for prospective buyers to look in your closets and express their opinions of your home with you there.

## What to Have on Hand for the New Owners

- Owner's manuals and warranties for appliances left in the house.
- Garage door opener.
- Extra sets of house keys.
- A list of local service providers — the best dry cleaner, yard service, plumber, etc.
- Code to the security alarm and phone number of the monitoring service if not discontinued.
- As a courtesy, you could provide numbers to the local utility companies.
- If it's a condo, leave information on how to contact the condo board.



**SOLD**